

THE WORLD IS LISTENING KUA TAHURI MAI TE AO

Aotearoa's music industry is unique and the world is listening to us like never before. We want our music to be a source of pride and inspiration for all New Zealanders and to connect with the widest possible audience.

Together we can sustain and grow our industry at home, and enhance the potential of our music on the world stage.

To achieve this we are collaborating to focus on six key areas and we're asking our community and our Government to work with us to achieve them:

PROTECTION KAITIAKITANGA

1

Robust copyright protection for those who create and invest in music and a new Māori led system of guardianship for Mātauranga Māori

REGENERATION WHAKAHOUTANGA

2

Support for the live music sector to rebuild, adapt and thrive in the new Covid-19 reality

INVESTMENT HAUMĪTANGA

3

Continued Government investment to support viable careers, professional development, upskilling and reo Māori support to our diverse range of music creators, and the professionals who surround them

EXPORT HOKOTANGA

4

Develop a cohesive industry and whole-of-government focus on the export of NZ music

EDUCATION MĀTAURANGA

5

Improved access to quality music education across Aotearoa

PARTNERSHIP WHAKAHOAHOATANGA

6

Recognition of music & the creative industries' \$13.5 billion dollar roles as a key driver of New Zealand's economy, & commitment from across Government to partner with us on a plan to enable us to grow and contribute further